

eastern counties have lost people to the more populated Piedmont section of the State.

Retail sales in Wayne County should begin to grow at higher rates in the next few years due to the expansion of several industries in the county. Heavi-Duty will employ an additional 300 to 400 people when it moves into the new plant now under construction. Fedelon Throwing is expanding its facilities by 50 percent and Burlington Industries will build a new plant which will employ 200 people in 1968. Thus, the outlook for retail sales in the 1967-1968 fiscal year and beyond is good. But the rest of the counties in North Carolina are also expanding their industrial base. Wayne County cannot afford to look at the past or be contented with its present status.

The City of Goldsboro, and to a lesser extent the Cities of Mount Olive and Fremont, offer a wide variety of goods and services and convenient and pleasant shopping areas. Goldsboro is widely known to be the city with no parking meters. And while Goldsboro cannot boast of any large shopping centers, such as Tarrytown Mall in Rocky Mount, Cameron Village and North Hills in Raleigh, or Pitt Plaza in Greenville, it does maintain one of the strongest downtown shopping areas in North Carolina.

Figure 2 illustrates the retail trade area of Goldsboro, which was determined by using Reilly's Law of Retail Gravitation.* Goldsboro's retail trade area covers most of Wayne County and portions of Johnston, Sampson, Duplin, Lenoir, and

*This law states that "two cities attract retail trade from any intermediate city or town in the vicinity of the breaking point in direct proportion to the population of the two cities and in inverse proportion to the square of the distances from these two cities to the intermediate town. The breaking point is a point up to which one city exercises the dominating retail trade influence, and beyond which the other city dominates."